## Asian/Pacific Islander

**Quit Line Data Summary** July 1 - September 30, 2002

Number of Calls to Quit Line   N = 52   N = 3,906     Percent of Statewide Calls   1.8%   100.0%     Percent of State Population   6.0%   100.0%     Percent of State Population   8.38m   100.0%     Percent of State Population   8.38m   8.28m   8.18m     Gender		Asian/Pac. Is.	State
Percent of Statewide Calls         1.8%         100.0%           Percent of State Population         6.0%         100.0%           Cender         N = 52         N = 3,643           Female         28.8%         61.4%           Male         71.2%         3.6636           Race/Ethnicity         N = 52         N = 2,967           Asian/Pacific Islander         100.0%         1.8%           Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         23.5%         14.9%           25 - 34 years old         39.2%         22.9%           35 - 44 years old         33.5%         25.8%           45 years and older         11.8%         30.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         9.1%         83.9%           Payer	Number of Calls to Quit Line		N = 3,906
Percent of State Population         6.0%         100.0%           Cender         N = 52         N = 3,543           Female         28.8%         61.4%           Male         71.2%         38.6%           Race/Ethnicity         N = 52         N = 2,967           Asian/Pacific Islander         100.0%         1.8%           Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         2.0%         2.0%           25 - 34 years old         39.2%         22.9%           35 - 44 years old         23.5%         22.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college-vocational school         49.0%         38.6%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         9.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type		1.8%	•
Gender         N = 52         N = 3,543           Female         28.8%         61.4%           Male         71.2%         38.6%           Race/Ethnicity         N = 52         N = 2,967           Asian/Pacific Islander         100.0%         1.8%           Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         23.5%         22.9%           25 - 34 years old         23.5%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         N = 51         N = 3,038           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           Colleg graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type	Percent of State Population	6.0%	100.0%
Gender         N = 52         N = 3,543           Female         28.8%         61.4%           Male         71.2%         38.6%           Race/Ethnicity         N = 52         N = 2,967           Asian/Pacific Islander         100.0%         1.8%           Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         23.5%         22.9%           25 - 34 years old         23.5%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         N = 51         N = 3,038           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           Colleg graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type		Asian/Pac Is %	State %
Female Male         28.8% (51.4% Male)         61.4% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2% (71.2%	Gender		
Male         71.2%         38.8%           Race/Ethnicity         N = 52         N = 2,967           Asian/Pacific Islander         100.0%         1.8%           Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         2.35%         14.9%           25 - 34 years old         39.2%         22.9%           35 - 44 years old         39.2%         22.9%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         2			
Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         39.2%         22.9%           35 - 34 years old         39.2%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%			
Age         N = 51         N = 3,091           Less than 18 years old         2.0%         2.0%           18 - 24 years old         39.2%         22.9%           35 - 34 years old         39.2%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%	Race/Ethnicity	N = 52	N = 2 967
Age         N = 51         N = 3,09           Less than 18 years old         2.0%         2.0%           18 - 24 years old         23.5%         14.9%           25 - 34 years old         39.2%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           College graduate         17.6%         13.0%           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         61.8%         43.4%           Uninsured         61.8%         43.2%           Medicaid         11.8%         32.7%           Heard About         N = 42			
Less than 18 years old         2.0%         12.0%         18 - 24 years old         23.5%         14.9%         14.9%         22.9%         35 - 24 years old         23.5%         22.9%         35 - 44 years old         23.5%         25.8%         45 years and older         11.8%         34.3%         25.8%         45 years and older         11.8%         34.3%         34.3%         34.3%         16.6%         11.8%         34.3%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         13.0%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.6%         16.2%         16.6%         16.2%         16.2%         16.2%         16.6%         16.2%         16.2%         16.2%         16.6%         16.2%         16.2%         16.2%         16.2%         16.2%         16.2%         16.2%         16.2%         16.2%         16.2%	Additit dollid idianaci	100.070	1.070
18 - 24 years old       23.5%       14.9%         25 - 34 years old       39.2%       22.9%         35 - 44 years old       23.5%       25.8%         45 years and older       11.8%       34.3%         Education       N = 51       N = 3,038         Did not graduate high school       7.8%       16.6%         High school graduate       25.5%       31.8%         Some college/vocational school       49.0%       38.6%         College graduate       17.6%       13.0%         Caller Type       N = 48       N = 3,409         General Information       8.3%       13.2%         Health care provider       0.0%       2.9%         Tobacco user       91.7%       83.9%         Payer Type       N = 34       N = 2,235         Insured       61.8%       43.4%         Uninsured       26.5%       22.8%         Medicaid       11.8%       32.7%         Heard About       N = 42       N = 2,881         Past caller       9.5%       17.4%         Employer/worksite       0.0%       0.7%         Health care provider       7.1%       19.6%         Television       40.5%       23.9%	Age	N = 51	N = 3,091
25 - 34 years old         39.2%         22.9%           35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%			
35 - 44 years old         23.5%         25.8%           45 years and older         11.8%         34.3%           Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)	18 - 24 years old		
Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.0%         0.6%           Great	25 - 34 years old	39.2%	22.9%
Education         N = 51         N = 3,038           Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.0%         0.6%           Great	35 - 44 years old	23.5%	25.8%
Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         66.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.0%           Radio         0.0%	45 years and older	11.8%	34.3%
Did not graduate high school         7.8%         16.6%           High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         66.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.0%           Radio         0.0%	Education	N = 51	N = 3.038
High school graduate         25.5%         31.8%           Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.3%           Great Start         0.0%         0.3%           Radio         0.0%         0.0%           Newspaper/Magazine         0.0% <td< td=""><td></td><td></td><td></td></td<>			
Some college/vocational school         49.0%         38.6%           College graduate         17.6%         13.0%           Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.0%           Great Start         0.0%         0.0%           Radio         0.0%         0.0%           Newspaper/Magazine         0.0%         1.1%			
Caller Type         N = 48         N = 3,409           General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         0.0%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0% <td>•</td> <td></td> <td></td>	•		
General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         0.3%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%			
General Information         8.3%         13.2%           Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         0.3%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%	Caller Type	N = 48	N = 3.409
Health care provider         0.0%         2.9%           Tobacco user         91.7%         83.9%           Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.3%           Great Start         0.0%         0.3%           Radio         0.0%         1.9%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%			
Payer Type         N = 34         N = 2,235           Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         0.3%           Radio         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%			
Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         1.9%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%	·		
Insured         61.8%         43.4%           Uninsured         26.5%         23.8%           Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         1.9%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%	Payer Type	N = 34	N = 2 235
Uninsured Medicaid         26.5% 11.8%         23.8% 23.8% 32.7%           Heard About Past caller         N = 42 9.5% 17.4%           Past caller 9.5% 17.4%         9.5% 17.4%           Employer/worksite 0.0% 0.7%         0.0% 0.7%           Health care provider 7.1% 19.6%         19.6% 23.9%           Television 40.5% 23.9%         23.9% 23.9%           Outdoor advertisement (billboard/bus/wall) 19.0% 7.0%         7.0% 23.9%           Targeted mailing Great Start 0.0% 0.3%         0.0% 0.3% 23.9%           Radio 0.0% 0.0% 0.3%         1.9% 23.9%           Newspaper/Magazine 0.0% 1.1%         0.0% 1.1% 25% 25% 25% 25%           Brochure/Newsletter 9.5% 4.9%         4.9% 25% 24% 25% 25% 25% 25% 25%           Family or friend 11.9% 18.8% 24% 25.4% 3.0%			
Medicaid         11.8%         32.7%           Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         1.9%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%			
Heard About         N = 42         N = 2,881           Past caller         9.5%         17.4%           Employer/worksite         0.0%         0.7%           Health care provider         7.1%         19.6%           Television         40.5%         23.9%           Outdoor advertisement (billboard/bus/wall)         19.0%         7.0%           Targeted mailing         0.0%         0.6%           Great Start         0.0%         0.3%           Radio         0.0%         1.9%           Newspaper/Magazine         0.0%         1.1%           Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%			
Past caller       9.5%       17.4%         Employer/worksite       0.0%       0.7%         Health care provider       7.1%       19.6%         Television       40.5%       23.9%         Outdoor advertisement (billboard/bus/wall)       19.0%       7.0%         Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Medicald	11.8%	32.1%
Employer/worksite       0.0%       0.7%         Health care provider       7.1%       19.6%         Television       40.5%       23.9%         Outdoor advertisement (billboard/bus/wall)       19.0%       7.0%         Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Heard About	N = 42	N = 2,881
Health care provider       7.1%       19.6%         Television       40.5%       23.9%         Outdoor advertisement (billboard/bus/wall)       19.0%       7.0%         Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Past caller	9.5%	17.4%
Television       40.5%       23.9%         Outdoor advertisement (billboard/bus/wall)       19.0%       7.0%         Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Employer/worksite	0.0%	0.7%
Outdoor advertisement (billboard/bus/wall)       19.0%       7.0%         Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Health care provider	7.1%	19.6%
Targeted mailing       0.0%       0.6%         Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Television	40.5%	23.9%
Great Start       0.0%       0.3%         Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Outdoor advertisement (billboard/bus/wall)	19.0%	7.0%
Radio       0.0%       1.9%         Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%			0.6%
Newspaper/Magazine       0.0%       1.1%         Brochure/Newsletter       9.5%       4.9%         Family or friend       11.9%       18.8%         Health Department       2.4%       3.0%	Great Start	0.0%	0.3%
Brochure/Newsletter         9.5%         4.9%           Family or friend         11.9%         18.8%           Health Department         2.4%         3.0%	Radio		
Family or friend 11.9% 18.8% Health Department 2.4% 3.0%	Newspaper/Magazine	0.0%	1.1%
Health Department 2.4% 3.0%	Brochure/Newsletter	9.5%	4.9%
Health Department 2.4% 3.0%	Family or friend	11.9%	18.8%
·	Health Department	2.4%	3.0%
	School	0.0%	0.6%

Source: Washington State Department of Health Tobacco Prevention and Control Assessment and Evaluation

<sup>&</sup>lt;sup>1</sup> "Census 2000", August 2001 (OFM) \* Rate not calculated because number of calls was less than 5.